prices according to market requirement, which involves offering different terms and prices to different market segments and customers, as also matching the prices and facilities being offered by the competitors etc.

SAIL is continuously in touch with customers/market and analysing the demand/market potential, by studying demand pattern of steel on end use and market segment approach method. It is a continuous ongoing process. To meet the situation different strategies are adopted from time to time which include vigorous customers contact and follow-up of individual customer orders for effecting speedier delivery, orienting product-mix to suit market needs and adjusting production as per market requirements, arranging stock transfer from one branch to another to meet requirements of various customers, improving after sale service, expediting refunds and settlement of quality/commercial complaints, adopting strategic pricing depending upon market segment, competition and quantity linked bulk purchases, and maximising exports of some categories to bring down the stock levels etc.

Role of Tobacco Board in enhancing tobacco exports

1756. SHRI V. HANUMATHA RAO: Will the Minister of COMMERCE be pleased to state:

(a) the present role of the Tobacco Board in enhancing tobacco exports from Andhra Pradesh;

(b) whether it is a fact that adequate finances have not been made available for the Tobacco Board to properly increase Indian Virginia tobacco exports; and

(c) the steps proposed to adequately finance the Tobacco Board's export promotion activities, with details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (SHRI BOLLA BULLI RAMAIAH): (a) Some of the steps taken by Tobacco Board to enhance production, productivity and quality of Tobacco to enhance exports are:

(i) Supply of seeds/seedings of high yielding and disease resistant varieties of FCV/Burley tobacco;

(ii) Pest and disease control through fumigation of nurseries;

(iii) Encouraging use of sprinkler irrigation system;

(iv) Improving curing and storing facilities;

(v) Arranging supply of inputs such as coal (for curing), fertilisers, and suckercides, and

(vi) training and exposure of farmers to latest research findings.

(b) No, Sir.

(c) Does not arise.

Delicensing of electronic industry

1757. SHRI S. MUTHU MANI: Will the Minister of INDUSTRY be pleased to state:

(a) whether Government took any action to delicense the entertainment electronic industry;

(b) if so, the items to be delicensed; and

(c) the industries which are subject to compulsory licensing under the Industries Development Regulation (IDR) Act, 1951?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) and (b) Yes, Sir. The Government have delicensed all items of entertainment electronic industry.